

Connecting the Dots: Vaccine Confidence Resources





This guide provides tools and information to enhance your immunization program's (IP) vaccine confidence activities. Each resource is organized by topic and audience and includes the name of the organization who created it. Share any of the resources with your internal team and external partners that align with your program's goals! If you would like to suggest a resource for this guide or sign up for AIM's weekly newsletter, please [email AIM](#).

Effective Communication

For IPs and their Partners

- [Lessons from the Field: Promoting Vaccine Confidence Chapter 1 - The Legislative Process and Other Public Forums](#) | AIM
- [Vaccine Confidence Toolkit Webinar Series](#) | AIM
- [Program Practice Database](#) | AIM
- [Public Health Communications Collaborative \(PHCC\)](#)
 - [Plain Language for Public Health Checklist](#)
 - [Building Trust in Public Health Communications](#)
 - [The CALM Approach to Communicating During Times of Uncertainty](#)
 - [PHCC Academy](#) 
- [13 Best Practices in Vaccine Communication](#) | Project VCTR
- [Increasing Vaccine Confidence: A Resource Guide for Local Health Departments](#) | NACCHO
- [Becoming Trusted Messengers e-course](#) | Voices for Vaccines 

For Healthcare Providers


- [Provider Resources for Vaccine Conversations with Parents](#) | CDC
- [Reframing the Conversation about Child and Adolescent Vaccinations](#) | FrameWorks Institute
- [Vaccine Confidence & Addressing Concerns](#) | Immunize.org
- [Vaccine Confidence Campaign Resources](#) | American College of Preventative Medicine
- ["Risk Less Do More" Pan Respiratory Virus Public Education Campaign](#) | U.S. Department of Health and Human Services (HHS)
- ["Let's Get Real" Childhood Vaccination Campaign](#) | HHS 
 - [The ARM Approach: Making Vaccine Conversations Easier](#) 

Health Equity and Special Populations

For IPs and their Partners

- [Lessons from the Field Chapter 2 - Managing Vaccine Hesitancy During an Outbreak: A Focus on Cultural Competency](#) | AIM
- [Racial and Ethnic Approaches to Community Health \(REACH\) & Health Equity Resource Hub](#) | AIM
 - [Lessons Learned Report: Building Vaccine Equity for COVID-19 and Flu Vaccination in REACH Communities](#)
 - [REACHing for Vaccine Equity: A Podcast](#)
 - [iREACH Vaccine e-Learning Modules \(English & Spanish\)](#)
- [Improving COVID-19 Vaccination Rates for Children e-course](#) | AIM (members only)
- [Vaccine Resource Hub \(formerly Partnering for Vaccine Equity\)](#)
 - [Engaging Diverse Audience](#)
- [Strategies for Developing Culturally Driven Public Health Communications](#) | PHCC
- [Frameworks Institute](#) 
 - [Talking about Health Equity](#) 
 - [Reframing Health Disparities in Rural America](#) 

For Healthcare Providers


- [Counseling Guide for Outreach Workers to Address Vaccine Hesitancy Among At-Risk Adults during Outbreaks of Hepatitis A](#) | CDC
- [Talking Points and FAQs about Vaccines](#) | Vaccine Resource Hub
- [Vaccine Resources for Healthcare Providers](#) | Vaccine Resource Hub
- ["From Me, To You" Communication Campaign](#) | CDC
- [Addressing Social Determinants of Health and Barriers to Vaccination e-course](#) | Vaccinate Your Family University 

Addressing Misinformation and Disinformation

For IPs and their Partners

- [Lessons from the Field Chapter 3 - Addressing Incorrect Vaccine Information](#) | AIM
- [Working Together to Navigate the Legislative Environment and Address Misinformation: A Tip Sheet for IPs and PIOs](#) | AIM
- [Resources on Applying Inoculation Theory to Misinformation](#) | Inoculation Science
- [Practical Playbook for Addressing Health Misinformation](#) | Johns Hopkins Bloomberg School of Public Health
- [Vaccine Misinformation Management Field Guide](#) | The Public Good Projects, UNICEF, Yale Institute for Global Health, and First Draft
- [Infodemiology Training Program](#) | Infodemiology.com, The Public Good Projects
- [Checklist to Build Trust, Improve Public Health Communication, and Anticipate Misinformation During Public Health Emergencies](#) | Johns Hopkins Bloomberg School of Public Health

For Healthcare Providers

- [How to Debunk Misinformation and Bolster Vaccine Confidence e-course](#) | Vaccinate Your Family University
- [Talking with Vaccine Hesitant Parents](#) | American Academy of Pediatrics
- [Shots Heard Round the World Toolkit](#) | The Public Good Projects
- [Vaccines and Autism](#) | Children's Hospital of Philadelphia 

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Resources are added and removed quarterly.
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